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INTRODUCTION

The success of a shopping Centre or shopping mall is largely due to a greater understanding of consumer behavior, based on the marketing strategies and the consumer decision-making process, i,e selection of shopping Centre or shopping mall. Stakeholders, marketers and managers of shopping centers or shopping mall study consumer behavior to gain insights that will lead to more effective marketing strategies such as market segmentation, target market selection, product or service offerings, location and positioning.

The “marketing mix” is a term developed originally by Neil H. Borden to describe the appropriate combination, in a particular set of circumstances, four key elements that are the heart of a company’s marketing program. They are commonly referred to as the “four P’s, ie product, price, place and promotion

The term marketing mix refers to a unique blend of product, distribution, promotion and pricing strategies designed to produce mutually satisfying exchanges with a target market (Lamb, Hair, et al. 2003.424). Stakeholders, marketers and managers of shopping centers can control each element of the marketing mix or the extended marketing mix. The strategies of the marketing mix must be blended so that you are able to achieve optimal results such as total consumer satisfaction and customer relationship management. Also to devise marketing strategies to gain competitive advantage over one shopping Centre or shopping mall to another and to best serve the consumer’s needs and wants of a particular target market. The major role players in the shopping Centre industry can fine-tune the consumer’s offering and achieve competitive success of the shopping Centre.

STATEMENT OF PROBLEM:

As par the literature concerned to the study (done by researcher), the statement of problem of the study is as follows-

In the modern age most of the customer prefers to the shopping malls for buying such product whereas large numbers of scattered market is available. Therefore, why customers moves towards shopping mall rather than retail outlets. Is the customer has greater satisfaction when buy product from shopping mall? or anything else.

Objectives of the Study

On the basis of statement of problem, researcher generates the following objectives to the study-

1. To discover the basic issues related to the purchase behavior.
2. To examine the customer buying behavior related to shopping mall.
3. To evaluate the basic strategy creation by customer before buying product from the shopping malls.
4. To evaluate the basic determinants of customer satisfaction towards shopping malls.
5. To address the possible solution to the society for having greater benefits by shopping malls.

Hypothesis:

H_{01}: There is no relationship between customer satisfaction and purchase behavior.

H_{02}: There is no relationship between customer satisfaction and shopping mall.

H_{03}: There is no relationship between customer buying behavior and quality of product.

H_{04}: There is no relationship between product purchasing from shopping mall and retail outlets.

RESEARCH METHODOLOGY

The success of a shopping Centre shopping or shopping mall is largely due to a greater understanding of consumer behavior, based on the marketing strategies and the consumer decision-making process, i,e selection of shopping Centre or shopping mall. Stakeholders, marketers and managers of shopping centers or shopping mall study consumer behavior to gain insights that will lead to more effective marketing strategies such as market segmentation, target market selection, product or service offerings, location and positioning.

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Research as a common parlance refers to a purpose investigation rather it is an art of investigation. It is a detailed study of the subject especially in order to discover new information or reach a new understanding. The Advanced Learners Dictionary of Current English lays down the meaning of research as ‘a careful investigation or inquiry especially through search for new facts in any branch of knowledge’. in planning and designing a research project, it is necessary to anticipate all steps to be undertaken in order to make the project successful.

RESEARCH DESIGN:

A research design specifies the methods and procedures for conducting a particular study. It may be exploratory research, descriptive research or casual research. An exploratory research focuses on the discovery of ideas and is generally based on the secondary data. As an exploratory research, the present study has to unfold the various avenues for Shopping malls management in Uttar Pradesh. A descriptive research is focused on the accurate description of the variables in the problem.

The proposed study basically attempts Customer satisfaction from shopping malls in U.P. Study also examine the performance of sales man to encourage Customers in shopping malls.

TOOLS & TECHNIQUES FOR ANALYSIS

The researcher will be used following tools & techniques for analyzing the data-

- Mean, Median, Mode
- Correlation & regression
- Factor Analysis
- Analysis of Variance (ANOVA) &
- Others

Sampling Technique:

Population: The study shall be focused on Uttar Pradesh. No other state will be considered for study.

Sampling: The convenience sampling will be used for data collection.

Sample Size: The sample size would be 500 customers, those who purchase/buy the product from shopping malls.

Scope of the Study

- The study only covers Uttar Pradesh, no any other state involved for the same and only those respondent will be sample who purchase products from shopping malls.

Importance of Study

- The study has importance for corporate world and for future research.

Limitations of Study

Every research has some limitations such as data constraints, money constraints, & times constraints. Limitation of the study is that it related to shopping malls Customers

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